

# Bachelor of Communication in Advertising (211JA.1)

Please note these are the 2018 details for this course

## Domestic students

Selection rank	60
	<b>Note:</b> The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.
Delivery mode	
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
UAC code	362416
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>

## International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our <a href="#">academic entry requirements page</a> .
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[View UC's academic entry requirements](#)

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Delivery mode	On campus
Location	Bruce, Canberra
Duration	3.0 years
Faculty	Faculty of Arts and Design
Discipline	School of Arts and Communications
CRICOS code	076891J
English language requirements	An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>

# About this course

## Let your creativity take you around the world

Are you a creative thinker with a flair for communication? Advertising is a rewarding career that can offer you dynamic work all over the country and across the globe. Our Bachelor of Communication in Advertising gives you a strategic edge to meet the challenges facing the rapidly evolving marketing and communications industries.

## Study our Bachelor of Communication in Advertising at UC and you will:

- gain a thorough knowledge of marketing communications with a focus on advertising, strategic brand management, and media and client relationships
- acquire essential skills for work both domestically and internationally
- explore how advertising works in the era of digital communication with integrated theoretical and practical activities.

## Work-integrated learning

During your third year of study you will be offered the opportunity to participate in our communication internship program and gain valuable industry experience and a chance to establish professional connections.

## Career Opportunities

- Advertising account executive
- Advertising/marketing analyst
- Brand/product manager
- Communication strategist/planner
- Copywriter
- Direct marketing coordinator
- Fundraising officer
- Media planner
- Marketing communication coordinator
- Marketing/media analyst
- Promotion coordinator
- Social media coordinator
- Sponsorship coordinator
- Sales coordinator

## Course specific information

Standard entry to this course is by ATAR score however you can also apply via portfolio entry: [canberra.edu.au/arts-design/portfolio-entry](http://canberra.edu.au/arts-design/portfolio-entry).

## Professional accreditation

This course has been submitted for accreditation with the International Advertising Association and the Media Federation of Australia.

# Admission requirements

Normal UC admission requirements to an undergraduate course.

## Additional admission requirements

None.

## Assumed knowledge

None.

## Periods course is open for new admissions

This course is not open for new admissions.

## Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules and university policy](#).

# Course requirements

## Bachelor of Communication in Advertising (211JA) | 72 credit points

**Required - 42 credit points as follows**

[Expand All](#) | [Collapse All](#)

### Major in Advertising (18cp) (MJ0227) | 18 credit points

#### Required - Must pass 9 credit points as follows

Agency-Client Relationships (9018) | 3 credit points — Level 3

Brand Management (9118) | 3 credit points — Level 2

Media Analysis and Buying (9120) | 3 credit points — Level 3

#### Restricted Choice - 9 credit points as follows

##### Part A - Must pass 3 credit points from the following

Advertising Strategy Development (9117) | 3 credit points — Level 2

Advertising Strategy Development (9484) | 3 credit points — Level 2

##### Part B - Must pass 3 credit points from the following

Copywriting and Creative Execution (9119) | 3 credit points — Level 1

Copywriting and Creative Execution (9491) | 3 credit points — Level 1

##### Part C - Must pass 3 credit points from the following

Principles of Marketing Communication (9121) | 3 credit points — Level 1

Principles of Marketing Communication (9496) | 3 credit points — Level 1

#### Required Units - Must pass 6 credit points as follows

Advertising Project (9488) | 3 credit points — Level 3

Professional Orientation (Communication and Media) (10335) | 3 credit points — Level 1

- Students who completed unit 9131, 9132, 9437 or 9799 prior to 2018 may count that unit in lieu of 10335

Professional Orientation (Communication & Media).

### Major in Communication Studies (MJ0216) | 18 credit points

#### Restricted Choice - Must pass 18 credit points from the following

Communication and Media Research (7003) | 3 credit points — Level 2

Risk, Crisis and Communication (7545) | 3 credit points — Level 3

Journalism and Political Process (8127) | 3 credit points — Level 2

Communication Technologies and Change (8131) | 3 credit points — Level 3

Communication Evolution (9020) | 3 credit points — Level 2

Digital Media Literacy (9022) | 3 credit points — Level 1

Introduction to Communication (9023) | 3 credit points — Level 1

Democracy and the Public Sphere (9310) | 3 credit points — Level 2

Law of Communication (9424) | 3 credit points — Level 2

## **Restricted Choice - 3 credit points as follows**

### **Arts Foundation Units - Must pass 3 credit points from the following**

Introduction to Journalism (5565) | 3 credit points — Level 1

Editing Sound and Image (8120) | 3 credit points — Level 1

Introduction to Media Production (8121) | 3 credit points — Level 1

Writing Short Narratives (8147) | 3 credit points — Level 1

Globalisation and Resistance (8169) | 3 credit points — Level 1

Introduction to Creative Writing (8304) | 3 credit points — Level 1

Cultures and Diversity (8671) | 3 credit points — Level 1

People, Place and the Past (8948) | 3 credit points — Level 1

Digital Media Literacy (9022) | 3 credit points — Level 1

Introduction to Communication (9023) | 3 credit points — Level 1

Introduction to Political Communication (9024) | 3 credit points — Level 1

Media, Technology and Society (9027) | 3 credit points — Level 1

Design History (9483) | 3 credit points — Level 1

English Grammar (9494) | 3 credit points — Level 1

Study of Language (9498) | 3 credit points — Level 1

- 1. If one of the units in this list is already a required unit within the typical course structure, it cannot be counted as an Arts Foundation Unit.

- 2. This list includes units from both Semesters 1 and 2 so you will need to check unit availability.

Note:

- Note: Prior to 2015 units 9131, 9132 and 9437 were counted as Arts Foundation units. Students who completed two of these units do not need to complete a unit from this list:

## **Open Electives - 27 credit points as follows**

- Internship: Students may wish to choose 10115 Industry and Community Engagement (Internships) as one of their electives.
- Study Abroad: Elective credit can be completed on an International Study Abroad Program.
- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 27 credit points from anywhere in the University, as a major, a minor and/or as individual units.

In addition to course requirements, in order to successfully complete your course you must meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

# Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

## Year 1

### Semester 1

[Brand Management \(9118\)](#)

[Communication Evolution \(9020\)](#)

[Communication and Media Research \(7003\)](#)

[Principles of Marketing Communication \(9496\)](#)

### Semester 2

Open Elective Unit

[Advertising Strategy Development \(9484\)](#)

[Communication Technologies and Change \(8131\)](#)

[Law of Communication \(9424\)](#)

## Year 2

### Semester 1

Two Open Elective Units

[Agency-Client Relationships \(9018\)](#)

[Media Analysis and Buying \(9120\)](#)

### Semester 2

Open Elective Unit OR 10115 Industry and Community Engagement (Internships)

Open Elective Unit (recommended unit: 7839 Transnational Advertising)

Open Elective Unit

[Advertising Project \(9488\)](#)

## Standard Full Time, Semester 1 Commencing (2017)

### Year 1

#### Semester 1

[Introduction to Communication \(9023\)](#)

[Principles of Marketing Communication \(9496\)](#)

Open Elective Unit

#### Semester 2

Digital Media Literacy (9022)

[Foundations of Professional Planning \(9799\)](#)

Open Elective Unit

[Copywriting and Creative Execution \(9491\)](#)

### Year 2

#### Semester 1

[Communication and Media Research \(7003\)](#)

Open Elective Unit

[Brand Management \(9118\)](#)

[Communication Evolution \(9020\)](#)

#### Semester 2

Open Elective Unit

[Advertising Strategy Development \(9484\)](#)

[Communication Technologies and Change \(8131\)](#)

[Law of Communication \(9424\)](#)

### Year 3

#### Semester 1

Two Open Elective Units

[Agency-Client Relationships \(9018\)](#)

[Media Analysis and Buying \(9120\)](#)

**Semester 2**

Open Elective Unit OR 10115 Industry and Community Engagement (Internships)

[Advertising Project \(9488\)](#)

Two Open Elective Units

## Standard Full Time, Semester 1 Commencing (2018)

**Year 1**

**Semester 1**

[Introduction to Communication \(9023\)](#)

[Principles of Marketing Communication \(9496\)](#)

[Professional Orientation \(Communication and Media\) \(10335\)](#)

Open Elective Unit

**Semester 2**

Digital Media Literacy (9022)

Open Elective Unit

[Copywriting and Creative Execution \(9491\)](#)

Restricted Choice Arts Unit

**Year 2**

**Semester 1**

[Communication Evolution \(9020\)](#)

Open Elective Unit

[Brand Management \(9118\)](#)

[Communication and Media Research \(7003\)](#)

**Semester 2**

[Advertising Strategy Development \(9484\)](#)

[Communication Technologies and Change \(8131\)](#)

[Law of Communication \(9424\)](#)

Open Elective Unit



### Year 3

#### Semester 1

Two Open Elective Units

[Agency-Client Relationships \(9018\)](#)

[Media Analysis and Buying \(9120\)](#)

#### Semester 2

10115 Industry & Community Engagement (Internships) OR 7839 Transnational Advertising OR Open Elective.

[Advertising Project \(9488\)](#)

Two Open Elective Units

# Course information

## Course duration

Standard six semesters full-time or equivalent. Maximum twenty semesters.

## Learning outcomes

Learning outcomes	Related graduate attributes
To provide students with a thorough understanding of the nature and functions of contemporary advertising and marketing communications	<p>Communicate and present arguments and ideas effectively</p> <p>Select and use appropriate information and communication technology for analysis and enquiry</p>
To provide practical workshops which are integral to the course supported by internships to improve professional skills	<p>Identify problems and analyse the main features of problems relevant to their professional field</p> <p>Demonstrate entrepreneurial skills including creativity, initiative, adaptability, leadership, resourcefulness</p> <p>Create and present new ideas</p>

	Express knowledge, ideas and opinions in their professional field, both orally and in written form, with confidence and clarity
	Working independently and with others
	Work with others as part of a group
	Work sensitively and co-operatively with diverse stakeholders
To provide electives in social science, humanities, business or creative arts	Comprehend socio-economic, cultural, political, ethical and legal contexts in which they will practise their specialisation.
To provide professional subjects which are supported by broad-based foundation units to inform communication theory within the context of society and consumerism	<p>Apply concepts, principles and professional methodologies to professional communication tasks.</p> <p>Understand the social and professional influence of advertising and marketing communications and their role in ethical practice</p>
To provide the option to include an additional major or undertake a four year double degree with arts, commerce, international studies and graphic design, or in combination with an undergraduate diploma in languages	-

## Majors

- [Major in Communication Studies \(MJ0216\)](#)
- [Major in Advertising \(18cp\) \(MJ0227\)](#)

## Awards

Award	Official abbreviation
Bachelor of Communication in Advertising	BComm Advt

## Honours

High performing students may be eligible to enrol in the Bachelor of Arts (Honours) course.

## Alternative exits

225JA Bachelor of Communication in Advertising/Bachelor of Laws

## Enquiries

Student category	Contact details
Prospective Domestic Students	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> or Phone +61 2 6201 5342
Current and Commencing Students	Email <a href="mailto:FAD.Student@canberra.edu.au">FAD.Student@canberra.edu.au</a> or Phone 1300 301 727

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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TEQSA Provider ID: PRV12003 (Australian University)

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.